

The Fifth Estate

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Broadcasting Apr 29



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Same Year 1985

A white knight
for Storer

Retrospective on
TV's season

Broadcasting Apr 29

KKR comes to Storer's rescue A look at the new CRT Special report: the gear on hand at NAB

STORER KNIGHT □ Kohlberg, Kravis & Roberts makes leveraged buyout offer for Storer of \$75 in cash and \$25 in warrants per share. **PAGE 31.**

ANOTHER BIDDER □ Jack Kent Cooke steps into the takeover fray with bid of \$63 per share for Multimedia. **PAGE 33.**

CBS-TURNER MANEUVERING □ CBS begins fight to block unfriendly takeover bid by Ted Turner with filings in various courts and at the SEC. **PAGE 34.**

SEASON PROLOGUE □ CBS wins sixth consecutive prime time ratings race but surprise is success of NBC, which leaves ABC in third place. **PAGE 37.**

EQUIPMENT REVIEW □ The exhibit floor at the NAB found no new breakthroughs in technology to dominate the convention, but a host of upgrades to help broadcasters do a better job. **PAGE 42-50.**

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wanted more American shows, she replied, "It's not an idea of simply buying U.S. programming. It's [buying] what we like. We tend to co-produce with European countries, like Channel 4 in England or RAI in Italy."

Still, some countries are actively trying to increase their co-ventures with outside producers. NHK, for example, traditionally has only bought about 3% of its programming from the outside, but it recently entered into a co-production for a 10-part documentary, *The Yellow River*, with mainland China's Central Television (CCTV).

But with a new channel about to be launched via direct broadcast satellite and limited financing left to produce substantial quantities of its own programming, NHK's executive controller general, Hisanori Iso-mura, said that he wants to increase his outside programming from the current 3% to double digits through co-ventures.

And even Communist China is opening its doors to foreign broadcasters, producers and distributors. Earlier this year it bought *Little House on the Prairie* from Worldvision. Explained Lee Chuang, a CCTV spokesman, "We like to find suitable programming for our audience," which he described as family shows, animation, "feature classics" and science fiction. But Chuang added, the Chinese are not likely to be asking "Who Shot J.R.?" "Dallas," he said, "It's a little early for that because the content is a little bit hard for the Chinese to understand—the dollars, you know." □

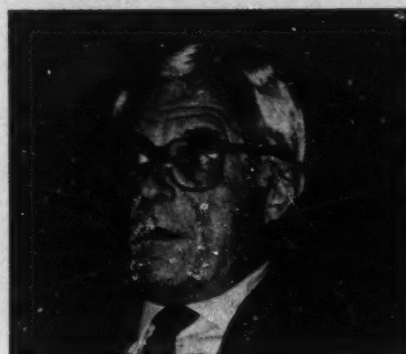
Tinker says networks hold destiny in their own hands

Grant Tinker, chairman and chief executive of NBC, says the lesson to be found in NBC-TV's ratings resurgence is that broadcasters "can control our own destiny."

"If we have learned anything from the recent past," he told the Broadcast Advertising Club of Chicago on April 18 in accepting its 1985 Person of the Year award, "it is that the public will continue to make its viewing decisions based on the program, not on the method of distribution. The good news for all of us is that the kinds of programs networks do best can compete successfully against anything."

Tinker attributed NBC's success to its policy of seeking the best writers and producers, looking for well-executed, quality programs and giving them time to develop their audiences. The success of that approach, he said, "holds great promise not only for NBC but for all of us in television. It offers a solution to the problem of eroding network shares and the problem of how to attract back to television the discriminating viewers who left us for the newer technologies."

"Look at what is happening in homes



Tinker

equipped with pay cable," he continued. "The emergence of pay cable services was a driving force in the growth of the cable audience and the decline in network shares. But that picture is changing."

Tinker said, "We are presently seeing a decline in the ratings of the leading pay cable service, related not only to a significant churn rate, but also to the difficulty of finding enough program material of high quality."

Although most network programs suffer lower ratings in pay-cable homes than in the country as a whole, Tinker said, "the latest available figures show a wonderfully encouraging trend. Twelve network prime-time programs actually perform more

CBS closes winning season with a victory

The 30th and final week of the 1984-85 season saw CBS win its first victory in the last three weeks and its 21st in the season that it won (see story, "Top of the Week"). Based on Nielsen's National Television Index (NTI), CBS had a 16.1 rating and a 27 share, separating itself from NBC (14.9/25) by a wider margin than in previous victories. ABC scored a 13.4/22.

The combined rating/share was 44.4/73.9. HUT levels were up 1% from last year's 59.6 for the same week, at 60.2.

While the networks relied heavily on re-runs for the closing week of the season, with 32 in the schedule, there was some new programming. The CBS mini-series, *Space*, averaged a 16.8/27 and gave the network a rating victory with its fourth episode on Wednesday with a 17.1/28, beating out a two-hour episode of *Hotel* (16/26).

The first part of *Space* (19.4/31), along with *60 Minutes*, gave CBS a Sunday night win.

ABC won Monday night on the strength of the made-for-TV film, *Lady Blue* (19.8/31), and also took Saturday night with its regular schedule. But on Tuesday night, the combination of *Who's the Boss* and *Hill to the Chief* (8-9 p.m. EST) could not continue its strong performances of the week before when they finished fifth and seventh, respectively. *Hill to the Chief* was down from its premiere of 22/32 to 15/24. This week the pair finished at 22d and 26th, respectively. Tuesday night belonged to NBC's regular lineup, lead by *A Team*, which finished 10th with a 19.2/31.

Thursday night was also an NBC victory, as it has gradually become throughout the season, on the strength of the *Cosby Show* (26/42), number one on the schedule, *Family Ties* (third) and *Cheers* (sixth).

The week's one premiere, *The Best Times* on NBC (Friday 8-9 p.m. EST), finished 55th with an 11/20. In its second week, *Double Dare* on CBS scored a 12.5/21, down from its premiere of 15.2/24.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	28.0/42
2.	Murder, She Wrote	CBS	24.5/39
3.	Family Ties	NBC	24.2/37
4.	60 Minutes	CBS	21.5/48
5.	Dallas	CBS	21.1/33
6.	Cheers	NBC	20.1/31
7.	Lady Blue	ABC	19.8/31
8.	Facts of Life	NBC	19.6/30
9.	Trapper John, M.D.	CBS	19.3/35
10.	A Team	NBC	19.2/31
11.	Knots Landing	CBS	18.9/30
12.	Bob Hope Special	NBC	18.4/29
13.	Highway to Heaven	NBC	18.3/30
14.	Ringling Bros. Circus	CBS	18.0/28
15.	Night Court	NBC	17.5/28
16.	Space, part 4	CBS	17.1/28
17.	Raloon Crest	CBS	16.9/29
18.	Space, part 2	CBS	16.4/26
19.	Space, part 5	CBS	16.3/28
20.	Riptide	NBC	16.2/26
21.	Hotel	ABC	16.3/28
22.	Who's the Boss?	ABC	15.9/25
23.	Bare	NBC	15.8/25

Rank □ Show □ Network □ Rating/Share

24.	Miami Vice	NBC	15.5/28
25.	Knight Rider	NBC	15.5/24
26.	Hill to the Chief	ABC	15.0/24
27.	Space, part 3	CBS	14.7/24
28.	Gimme a Break	NBC	14.5/25
29.	T.J. Hooker	ABC	14.3/28
30.	20/20	ABC	14.3/24
31.	Remington Steele	NBC	14.1/24
32.	Hardcastle & McCormick	ABC	14.0/22
33.	Mr. Belvedere	ABC	13.9/24
34.	Double Trouble	NBC	13.8/24
35.	Hunter	NBC	13.8/26
36.	Webster	ABC	13.5/26
37.	Pinder of Lost Loves	ABC	13.5/25
38.	MacGruder & Loud	ABC	13.5/23
39.	Love Boat	ABC	13.3/23
40.	Hill Street Blues	NBC	13.2/22
41.	Scene of the Crime	NBC	13.1/24
42.	Three's a Crowd	ABC	13.0/21
43.	Under One Roof	NBC	12.9/22
44.	Airplane	NBC	12.8/21
45.	Full Guy	ABC	12.5/21
46.	Diff'rent Strokes	NBC	12.5/23

Rank □ Show □ Network □ Rating/Share

47.	Double Dare	CBS	12.5/21
48.	Embassy	ABC	12.5/21
49.	Benson	ABC	12.4/21
50.	Roulets, Bleeps & Blunders	ABC	11.9/19
51.	Detective in the House	CBS	11.4/21
52.	Airwolf	CBS	11.4/20
53.	Eye to Eye	ABC	11.3/18
54.	Off the Rack	ABC	11.2/18
55.	The Best of Times*	NBC	11.0/20
56.	Half-Nelson	NBC	10.7/18
57.	St. Elsewhere	NBC	10.6/19
58.	Wildside	ABC	10.4/16
59.	Punky Brewster	NBC	9.9/18
60.	Cover-Up	CBS	9.3/17
61.	Me and Mom	ABC	9.2/16
62.	Ripley's Believe It or Not	ABC	8.9/15
63.	E/R	CBS	8.9/15
64.	Charlies in Charge	CBS	8.7/16
65.	That was the Week That Was	ABC	8.3/13
66.	Silver Spoons	NBC	7.9/16

*Indicates premiere episode

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Facilities Changes

Applications

AM's

Tendered

■ WRHX (1440 kHz) Herndon, Va.—Seeks CP to change city of lic. to Arcola, Va.; change power to 500 w; change to non-DA, and change TL. App. April 19.

Accepted

■ KCPC (1200 kHz) Rancho Mirage, Calif.—Seeks MP to change TL and make changes in ant. sys. App. April 16.
■ WBUD (1260 kHz) Trenton, N.J.—Seeks MP to modify nighttime standard direction pattern. App. April 22.

FM's

Accepted

■ KWST (101.7 mhz) Carmel, Calif.—Seeks mod. of lic. to move SL outside community of lic. App. April 19.
■ KLVE (107.5 mhz) Los Angeles—Seeks CP to change ERP to 29.5 kw and change HAAT to 3,000 ft. App. April 22.
■ *WSHU (91.1 mhz) Fairfield, Conn.—Seeks CP to change ERP to 12.5 kw and change HAAT to 595 ft. App. April 17.
■ KLVN (95.9 mhz) Newton, Iowa—Seeks CP to change TL and change ERP to 2.82 kw. App. April 17.
■ *WUMB-FM (91.9 mhz) Boston—Seeks mod. of CP to change ERP to 1 kw and change HAAT to 167 ft. App. April 16.

TV's

Accepted

■ KMJD (ch. 38) Pine Bluff, Ark.—Seeks MP to extend completion date of CP. App. April 17.
■ WDEM (ch. 69) Hollywood, Fla.—Seeks MP to change TL. App. April 19.
■ KJLB (ch. 18) Davenport, Iowa—Seeks MP to change ERP to vis. 2,950 kw, aur. 295 kw; change HAAT to 989 ft..

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	3,983
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,289
FM translators	786	444	1,233
Commercial VHF TV	538	23	567
Commercial UHF TV	370	222	620
Educational VHF TV	115	3	117
Educational UHF TV	182	25	200
Total TV	1,206	273	1,504
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
VHF translators	2,889	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	6	9
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.